

ANNEX FOXTROT - PUBLIC AFFAIRS - TO THIRTEENTH CG DISTRICT OPORDER 008-00 SEAFair  
UNLIMITED HYDROPLANE RACES AND AIR SHOW

1. General. The purpose of this annex is to provide guidance on public affairs to Coast Guard entities involved with Seafair.
2. Concept of Public Affairs Support. The Group Seattle Public Affairs Officer (PAO) will coordinate with Seafair to ensure ample public notification concerning restrictions on Lake Washington from 3-6 Aug 00 as well as provide public affairs support to all Coast Guard units involved with Seafair events. Specifically, the PAO will review Seafair's plan for public notifications and coordinating media involvement showcasing Coast Guard participation in Seafair events as well as keeping the public informed of boating safety. The PAO will also work closely with Seafair and coordinate Coast Guard involvement in any press conferences that may arise.
3. Execution.
  - a. Public Affairs activities prior to Lake Washington operations:
    - (1) The PAO will work closely with and assist Seafair's public information office in developing and executing a thorough public information campaign to notify boaters of restrictions that will be in place during the Blue Angels Air Show and hydroplane races.
    - (2) Depending on Coast Guard VIP participation, the PAO will notify D13(dpa) of opportunities for media coverage of the Coast Guard's participation in the Torchlight Parade on Saturday, 29 July 00 from 1900T-2200T.
    - (3) Issue Local Notice to Mariners for temporary ATON and boating restrictions on Lake Washington. Ensure Group Seattle OPCEN has necessary information for securite broadcasts.
  - b. Public Affairs Activities on Lake Washington (3-6 Aug 00):
    - (1) The PAO will coordinate media coverage of the Coast Guard participation in Seafair events from Thursday, 3 Aug 00, through Sunday, 6 Aug 00.
      - (a) Coverage on Thursday, 3 Aug 00: At 1000T, a UTB will embark no more than four media representatives at Slater Park, Mercer Island. The media will highlight the UTB's patrol during the morning and will be transferred to CGC POINT DORAN to interview both the Officer In Charge and the Sector Commander. After the interviews, media will be transferred back to the UTB and returned to Slater Park no later than 1230T.

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- (b) Coverage on Friday, 4 Aug 00; at 0800 a pier side interview will be held in Stan Sayers Pits with RADM Brown. Press opportunity will highlight Coast Guard Day 2000 (the U.S. Coast Guard's 210<sup>th</sup> birthday) and what it means in an interview with RADM Brown, the Thirteenth District Commander.
- (c) Coverage on Friday, 4 Aug 00, CGC OSPREY will host Pat Cashman of the Pat Cashman Radio Morning Show. The visit will be off air, but will provide subject matter for Mr. Cashman's next scheduled broadcast.
- (d) Coverage on Friday, 4 Aug 00: At 1400T, a UTB will embark no more than four media representatives at Slater Park, Mercer Island. The media will highlight the UTB's patrol of the buoy line near center point. The UTB will return the media representative to Slater Park no later than 1530T.
- (e) Coverage on Saturday, 5 Aug 00: At 1400T a UTB will embark no more than four media representatives at Slater Park, Mercer Island. The media will highlight the UTB's patrol of the buoy line near center point. The UTB will return the media representatives to Slater Park no later than 1500T.
- (f) Coverage on Sunday, 6 Aug 00: PAO will coordinate media coverage highlighting the Thirteenth District's variety of current issues and operations. Specifically, PAO will coordinate media representatives, not to exceed seven people, to conduct an interview of RADM Brown on board CGC OSPREY during the afternoon of 6 Aug 00. Media representatives will be embarked at 1430T at Slater Park and returned to the same location at the conclusion of the interview.

(2)As directed by the IC, the PAO will dispatch a representative to the Seafair media room in the pits to coordinate any media releases and press conferences with Seafair, Seattle Police Department, King County Sheriffs Department, and Mercer Island Police Department.

Encl: (1) Boating Safety Talking Points